



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1313 Service Management**
 Semester & Year : Jan 2022 - Apr 2022
 Lecturer/Examiner : Goh Poh Kim
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 9 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (30 MARKS)

INSTRUCTION(S) : Questions 1 to 30 are multiple choice questions. Answer ALL questions on the answer sheet provided.

END OF PART A

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Define each of the following terms related to service:
 - a. Core product
 - b. Customer satisfaction
 - c. Perishability
 - d. Focus group
 - e. Line of visibility

(10 marks)

2. Big data is the mind of businesses as it can create valuable resources to compete in the industry. Discuss the **FIVE (5) Vs** of big data.

(15 marks)

3. Service blueprint is a diagram/ map that visualizes a service offering accurately. Describe the **FIVE (5)** key components of a service blueprint.

(15 marks)

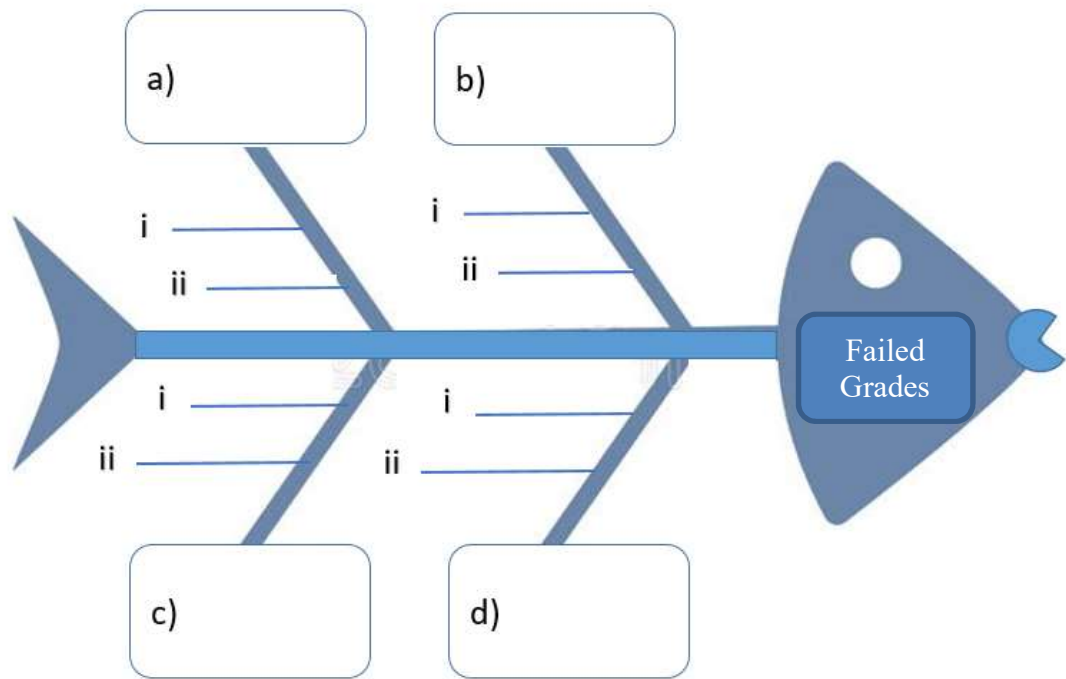
4. When designing marketing programs, a company must consider the characteristics of services. Describe **FIVE (5)** characteristics of service.

(15 marks)

5. The fishbone diagram or Ishikawa diagram is a cause-and-effect diagram.

When to use a fishbone diagram? Based on the following scenario, fill up the fishbone diagram (causes and sub-causes):

“Majority of the students failed the Mathematics course. The faculty is meeting up with lecturers to find out the causes and sub-causes for the failing.”



(15 marks)

END OF EXAM PAPER